

1. (AMENDED) A ~~machine~~ system-implemented method of doing business comprising:

- enabling to stimulate commercial activities, the enabling comprising:

- enabling to be notified by a customer of a specific one of the commercial activities;

- upon being notified, enabling customizing, via a data network, of equipment of the customer as associated with the commercial activity.

IN THE ABSTRACT

Please replace the Abstract by the following:

A business model is provided for the sales of products or services that is especially interesting to Internet-enabled and/or after-market upgradeable electronic devices. When a customer has purchased a device via a retailer, the customer is requested, as part of a registration procedure, to return information about the purchase to the manufacturer, importer or distributor. Based on this information, the Internet-enabled device is customized so that, e.g., a home web-site for the device carries an advertisement banner of the retailer and a link to the retailer's home page for some time period.

REMARKS

Applicant respectfully submits an amended title. The amended title is fully supported by the application as filed, e.g., by page 2, lines 5-7. Applicant respectfully submits that the amended title is representative of an embodiment of the invention, and should not be considered as limiting the scope of the claims.

Q2 A business model is provided for the sales of products or services that is especially interesting to Internet-enabled and/or after-market upgradeable electronic devices. When a customer has purchased a device via a retailer, the customer is requested, as part of a registration procedure, to return information about the purchase to the manufacturer, importer or distributor. Based on this information, the Internet-enabled device is customized so that, e.g., a home web-site for the device carries an advertisement banner of the retailer and a link to the retailer's home page for some time period.